

BUSINESS MODEL VALIDATION

PROJECT NAME:

DATE:

VERSION:

1. PROBLEM HYPOTHESIS

2. TARGET SEGMENT

3. UNIQUE VALUE PROP

4. SOLUTION / MVP FEATURES

5. VALIDATION METRIC (KPI)

6. CHANNELS / OUTREACH

7. Testing & Experiments (Methods used to prove/disprove)

8. COST STRUCTURE

9. REVENUE & GROWTH POTENTIAL

10. Learnings & Pivot Decisions